

EBSCO Media, Birmingham AL (USA)



EBSCO Media's new HP T230 press combined with the Hunkeler Cut/Stack system comprises aperforating unit, variable chip-out rotary cutter, offset stack module and stacking unit.

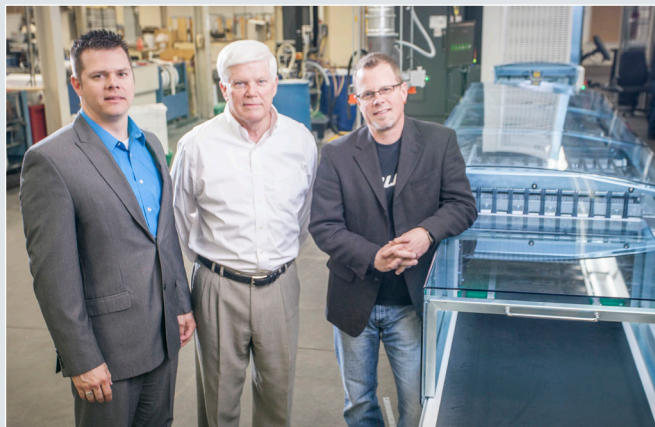
EBSCO Media Rolls Onward to Print's Future

What once was purely a sheet-fed printing company, now actively pursues custom publishing book projects with its new HP digital web press and Standard Horizon and Hunkeler paper handling solutions. Today, EBSCO Media is one of 40 diverse companies under EBSCO Industries' umbrella, including an arm that's the largest manufacturer of plastic fishing lures in the world, and a library services supplier to scientific, technical, and medical publishers. EBSCO Media transformed from an in-house print shop to a customer facing commercial printer growing 20% each year for 20 years since the 1960s.

Under the leadership of the Founder's son, Jim Stephens, who became president of the organization in the 1960s, EBSCO Media has become a renowned commercial print supplier in its own right. During that time – and until July 2013 when it installed an HP T230 Color Inkjet Web Press – EBSCO Media was purely a sheet-fed commercial printer that built its reputation producing religious publications, sports teams and sporting event graphics, travel and entertainment brochures, posters, marketing materials, and more.

Custom-made finishing

And now the new HP press has



Under the leadership of President Jim Stephens, EBSCO Media has become a renowned commercial print supplier with its focus on digital print. At left, Nathan Crocker, Director of Marketing and Client Solutions; Bill Trotter, Director of Digital Strategy; and Brent Bauer, Production Manager.

enabled EBSCO Media to pursue custom-publishing book projects as well as many other high-speed variable jobs.

"After extensive research, we discovered that custom publishing is growing field and a great opportunity for EBSCO Media. The HP T230 Inkjet Web Press would allow us to ease many of the pain points that publishers were feeling. Shorter, more targeted runs of customized textbooks have brought tremendous savings to many of our new and existing customers. The ability to better serve our customers with this inno-vative technology has been one of the driving forces behind this investment," according

EBSCO Media, Birmingham AL (USA)



An EBSCO Media technician makes final adjustments to the Hunkeler Cut/Stack system before running the next job...



...The Hunkeler Cut/Stack system delivers speed and superior results. It easily handles a diverse range of printing stocks and grades from EBSCO Media's web presses...



...EBSCO Media gains additional workflow efficiencies by recalling job settings stored on the Line PC for quick and easy set-up.

to Nathan Crocker, EBSCO Media's Director of Marketing and Client Solutions. Bill Trotter, Director of Digital Strategy recalls, "We were the 61st installation in the world of an HP T200 press, and the closest one to us – in the general commercial space – is as far away as Texas. So we've got a real sweet spot and strong advantage here in the Southeast by having this device."

Efficient production by EBSCO

Initially, EBSCO Media paired the new HP press with an in-line cut/stack solution from a manufacturer other than Hunkeler, which didn't perform as well as they'd hoped. It couldn't handle the diverse array of printing stocks and grades with which they work. That unit was replaced earlier this year with a Hunkeler Cut/Stack system, comprising the LC6-P perforating unit, a CS6-II variable chip-out rotary cutter, the SE6 3-up offset stack module, and the LS6 stacking unit. Combined, the system is capable of delivering up to 1,650 stacked book blocks per hour – plenty of speed and precision to keep pace with the lightning-fast new roll-fed press.

"Highly trained technicians assisted us with the installation, and stayed on-site to train our operators. We were operational in very little time. It was an easy transition. We've been very pleased," Trotter notes. This wasn't the first introduction to Standard

Finishing Systems. EBSCO Media has been working with local Standard dealer, Innovative Graphic Solutions, as far back as the late 90s when it purchased its first collating unit. For 16 years, this "workhorse" has clocked and moved millions of pages of print. "We also invested in a Horizon BQ-470 Perfect Binder with PUR, and leverage that system's ability to change between the PUR and EVA adhesives, depending on the demands of the book-binding job," Trotter explains. That binder supports a stable of Océ VarioPrint 6160 digital presses, which frequently produce work for insurance, financial, and marketing communications clientele.

Performance by Hunkeler

Though the Hunkeler Cut/Stack system has only been in operation for two months, the gained workflow efficiencies have been remarkable, Trotter and Crocker concur. "The set-up is easy," Trotter explains. "For instance, if we've run a job a week before, and the same job comes up again, we can set up quickly because we're able to store profiles in the machine."

Compared to the previous cut/stack solution, he adds that the Hunkeler equipment is "more robust, heavier, with a better build. And it's performing admirably." It's worth noting that EBSCO Media can now run the high-gloss, coated stocks their customers demand.

EBSCO Media's plant engineer was also pleased with the training he received at Standard Finishing Systems' National Demonstration and Training Center in Massachusetts, Trotter noted.

"And we're reducing waste!" he confided. "Fewer jams than with the other unit, resulting in a cost savings. When you have stops and restarts, it costs money. Just by observation, our waste bins are not as filled as they were in the past."

"Digital technologies are the future of print. Those who have not embraced or are not moving in that direction are going to be left behind," Trotter predicts.

About EBSCO Media

Serving customers since 1948, EBSCO Media is one of the country's largest providers of innovative print and marketing services. We offer comprehensive print solutions including offset and digital printing, in addition to online ordering systems and customization through variable data printing. We also offer design, prepress, binding, integrated marketing, and mailing and fulfillment services. We strive to provide the best possible products and services to our customers.